

BABY HEALTH—CIVIC WEALTH

# Report of Baby Week

MAY 1—6, 1917



Conducted under the auspices of the

DEPARTMENT OF  
PUBLIC HEALTH AND CHARITIES



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**Edited by**  
**LOUIS LEHRFELD, M. D.**  
**Secretary, Baby Week Committee**  
**under the direction of the**  
**Executive Committee, Baby Week**

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## TO MEMBERS OF WOMEN'S CLUBS

*Dear Madam:*

You have probably already felt a desire to join in the great preparedness work being so splendidly done by women.

May we ask you as a club woman to consider preparedness in its logical broad relation.

There is a danger that patriotic enthusiasm may make us forget that the familiar problems of municipal health and welfare have a great deal to do with national efficiency. The nation cannot afford to have Philadelphia sacrifice one baby's life in preparing for war.

We must as citizens keep up our work for babies. In 1914 Philadelphia's infant mortality rate was 121.3 per 1,000 living births; in 1916 the rate was 100.1. This is a result of citizen interest and support.

May we hope that you will add to your interest at this time, but that you will not sacrifice one vital thing in so doing.

Faithfully yours,

EXECUTIVE COMMITTEE.

# Definite Aim of Baby Week

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## Resolution Adopted by General Committee of Baby Week

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WHEREAS, The Executive Committee is of the opinion that Baby Week must have a definite object to accomplish for the week's campaign, and that this object should be the one which will produce the most permanent good for the welfare of the babies of Philadelphia, and

WHEREAS, The Executive Committee is of the opinion that the most effective agent is an adequate number of Infant Welfare Nurses and Health Districts under Division of Child Hygiene of the Bureau of Health, and

WHEREAS, The Executive Committee is of the opinion that not less than one hundred Infant Welfare Nurses are essential in order that many of the 3,000 babies who die yearly from preventable causes may be saved, and an untold amount of sickness among babies be averted; therefore, be it

*Resolved*, That the Executive Committee recommend to the General Committee that the primary object of Baby Week be a campaign to permit the public to request of Councils an appropriation of \$100,000 to cover the expenses of the said nurses and Health Districts.

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---

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### PUBLICITY

Albert Cross

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### EXHIBITS

Dr. Henry D. Jump

### BABY SUNDAY

Rev. Norman V. P. Levis

### INSTITUTIONS

Dr. Frank C. Hammond

### STATISTICS

Dr. Charles Scott Miller

## GENERAL COMMITTEE

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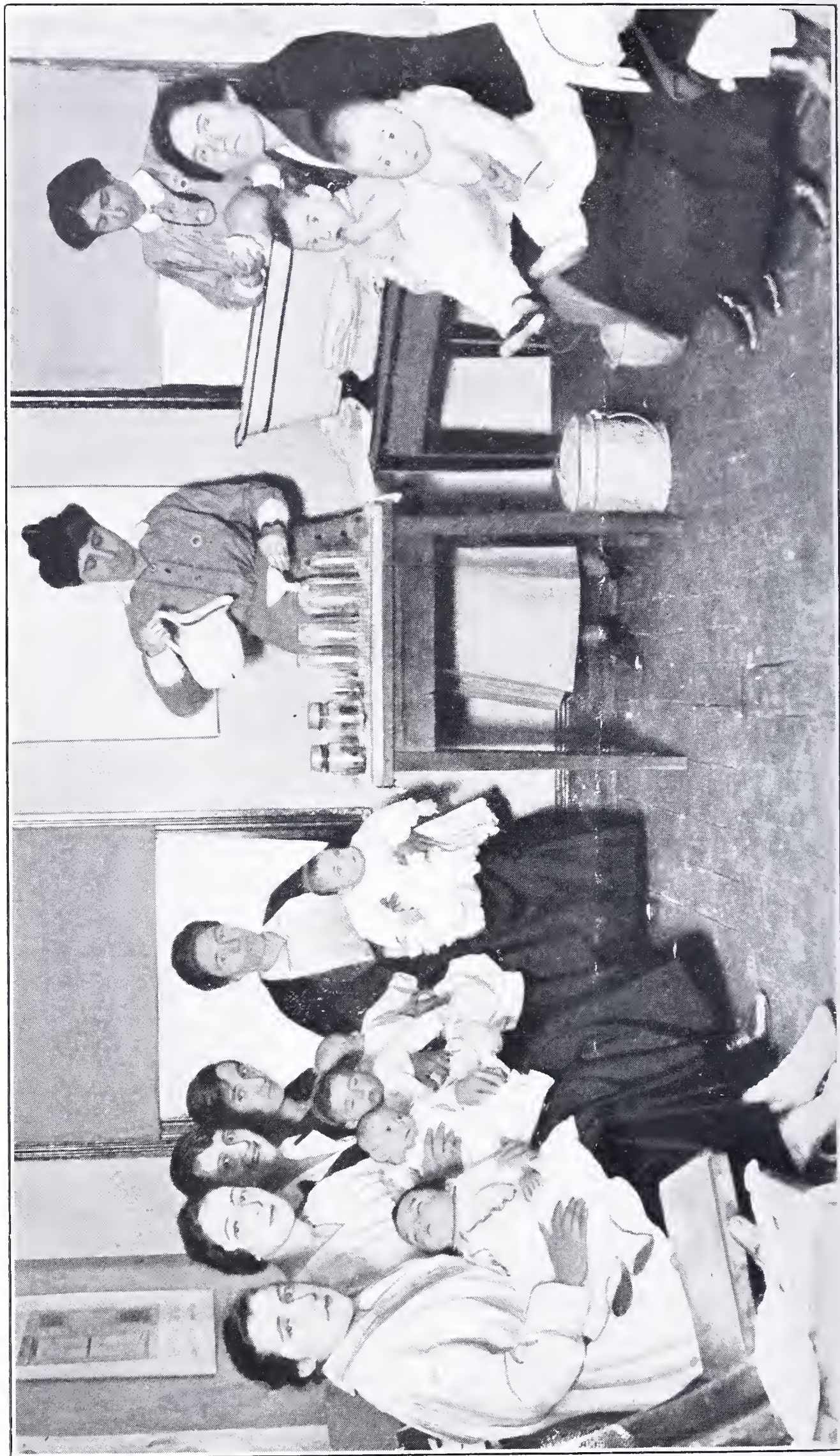
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HEALTH CENTER, NO. 2, 2128 S. 8TH STREET  
A PRACTICAL DEMONSTRATION PREPARING THE BABY'S BOTTLE



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 George B. Wells  
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 Irving L. Wilson  
 Mrs. S. Lewis Zeigler

“BABY HEALTH—CIVIC WEALTH”  
Editorial from *North American*, April 29, 1917

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This is the slogan for Philadelphia's Baby Week, which opens next Tuesday with city-wide assemblies of mothers to be addressed by physicians, and will close with Baby Sunday on May 6th, when in every church some appeal will be made for better care for babies.

The sentence might be changed to “Baby's Health—Nation's Wealth,” without even approaching the limit of truth concerning the baby's full worth and meaning. For city, State and nation have no other resource which needs so much to be conserved.

And there is special cause for emphasizing this at the present moment.

With characteristic zeal, we have entered the greatest war of time. Everywhere our people are stirred to patriotic thoughts of service to the country and its cause, which is the cause of humanity, and therefore most intimately related to the baby, the basic consideration in all that has to do with human affairs!

Everywhere a sincere effort is being made to help in every possible way. Naturally, our national train of thought tends overseas, where the outward and visible signs of this inward and spiritual transformation are thrilling and awing mankind. And, as a logical sequence, has come a temporary lull in the deep interest people have been bestowing on municipal and community problems.

Baby Week must serve to remind us that these matters are of such primary and lasting importance that we cannot afford to let anything lessen our interest in them or our active support of every move and measure which contributes to their working out.

It must do more than this.

Above the hue and cry of the war noise it must sound for us a note of necessity which some older nations, now drinking to the dregs the bitter draught of mistakes made earlier in the struggle, wish mightily they had heard three years ago.

This is that note—that the care of the child and the conservation of child life are more essential in war than in peace!

For war is a disease.

It kills and maims bodies and wrecks minds. It wreaks vengeance chiefly on the young and fit of the nation. With terrible swoops it carries off the very props and supports on which people



had counted for strength in years at hand. Midway between childhood and advancing age it cuts its furrow, leaving what?

Leaving the children and the older folk.

No need to ask which of these two groups will determine the future state of the nation.

No need to wonder from which shall come the renewal of vital forces war-worn; the upbuilding of physical strength sapped by the strenuous demands of struggle; the repair of waste.

The answer is so obvious that it would not be out of the way to respectfully salute every baby passed on the streets these days!

To salute these babies as the nation's chief asset in war—and the longer and more destructive the war, the larger their worth to the land.

To salute them with as much enthusiasm as that showered on marching soldiers whose aim is to die for their country, if need be.

While the aim of each of us should be to see that every baby **LIVES FOR THE COUNTRY!**

That is the spirit in which all Philadelphia should approach and celebrate Baby Week.

Every man and woman within its limits—and every one in each of the more than two thousand American communities where Baby Week also will be observed on these same days—should keep in mind the imperative need for raising an army of strong, fit children, who will grow to efficient maturity and be ready to fill the gaps made by war.

In reality, it is a war move of the first magnitude.

To insure its success, men and women should give more time, money and thought than they ever before have devoted to this cause. Any other attitude at present would amount to city suicide, in a measure, for the municipal and civic efforts which resulted in the 1916 infant death rate being lower than ever before cannot be allowed to lag at this crucial time.

We are nearing days when much will be said, sung and written about the "boys at the front." And back of every word thus uttered or printed will be a united feeling that "they can take care of themselves"!

While all this inspiring business is in hand, we've got to remember and work for the **BABIES IN THE HOMES**, for they can't take care of themselves.





ONE OF THE EXHIBITS DURING BABY WEEK  
THE RELATION OF SANITARY MEASURES TO INFANT WELFARE



All they are now and all they can be in future years is dependent upon the way we take care of them.

And no matter what gains may be made by the boys at the front, they cannot be held except with the aid of those who now are the babies in the homes.

## DIRECTOR KRUSEN OUTLINES WORK OF BABY WEEK

Issued to the "Press," April 30, 1917

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### FIRST AID FOR THE BABIES

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During the week—May 1st to 6th—there will be conducted, in over two thousand communities in the United States, an extensive campaign to save the babies. The mortality among infants and young children has assumed such large proportions that the nation has confronted a danger which might rank in numbers with that of the present war. Of the army of 2,500,000 babies born in this country yearly, approximately 10 per cent. or 250,000 die before the termination of their first year of enlistment on the census reports. When we consider the fact that about one-half of these die from diseases which are preventable, the problem before us assumes an importance which must of necessity attract the attention of every conscientious citizen.

Last year, in Philadelphia, over six thousand babies and young children died before their fifth birthday. About three hundred of these deaths were caused by infantile paralysis. The question before us at present is "How many lives can be saved during the coming summer and during the remainder of the year from the diseases incident to childhood." This will depend largely upon the interest and efforts displayed by parents to grasp the essence of the extensive educational campaign which will be conducted during "Baby Week."

The following is the tentative program to be followed out during the week.

On Tuesday, May 1st, mothers will be assembled at various designated places and addressed by physicians on subjects pertaining to the care of the child.

Wednesday, May 2d, is Fathers' Day. Arrangements have been made to have meetings at the various factories during the noon-hour, where fathers will be informed of their part in the national campaign to save the babies.

Thursday, May 3d, will be Public Health Day. The public is invited to attend the addresses to be conducted at the Health Centers of the Bureau of Health. In the evening, a general mass meeting will be held at the Academy of Music, where a scenario will be shown depicting the relation of clean streets to the health of the community, with special reference to the health of the infant population.

On Friday, May 4th, the school children will take an active part in the week's campaign. They will bring their parents to meetings to be held at the various schools where lectures will be conducted.

On Saturday, May 5th, sermons will be conducted in all the synagogues with special reference to the care of the baby and the prevention of infantile paralysis. An automobile parade of babies has also been planned. Demonstrations and exhibits will be held at the various recreation centers.

Baby Sunday will be observed on May 6th. The ministers of all churches have been asked to make a special appeal to the public on this day.

Throughout the week an exhibit will be held at the City Hall Court Yard Pavilion to which the public is invited.

The General Committee of Baby Week has adopted a resolution aiming to secure for the city an appropriation of \$100,000 for the employment of 100 additional nurses and the maintenance of health centers throughout the city.

## MEETINGS AND DEMONSTRATIONS

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### REPORT OF COMMITTEE ON MEETINGS AND DEMONSTRATIONS

JOHN F. SINCLAIR, Chairman

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Tuesday, May 1st, was observed as Mothers' Day and over forty lectures and talks to mothers were given by physicians who had volunteered their services; the mothers were instructed in the proper care of their baby.

On Fathers' Day short talks were delivered to men during their lunch-hour in some twenty-five factories and five Police Station Houses. These meetings were addressed by physicians who laid stress on the responsibility of the father to his child and especially on the evil consequences arising from the abuse of alcohol, from gonorrhœa, and from syphilis.



*To Mothers of Philadelphia's Babies:*

The City of Philadelphia is giving a week to a consideration of the best methods of saving the city's babies. Summer is coming on and hundreds of babies will die who should live.

These babies will die because mothers do not know everything there is to be known about their care. The City wants to help you now and during the coming summer. The municipal nurses, the visiting nurses, the health districts and many other agencies are working for you.

If you are not *sure* about the care of your baby—ask your doctor, or ask a municipal nurse or write or telephone to the Division of Child Hygiene, City Hall.

Faithfully yours,

EXECUTIVE COMMITTEE.

*To Fathers:*

Most people consider that mothers are responsible for the welfare of their babies. They are, but so are you. You have a grave responsibility in relation to the health of the wife who bears your children.

Are you doing everything you can to give your baby a square deal? Is your baby going to have a strong, healthy body? If you have any doubt on this subject now is the time to find out.

You have your own doctors, hospitals, dispensaries, municipal nurses, health districts and various other agencies anxious to help you. Go and ask for advice regarding your baby.

Faithfully yours,

EXECUTIVE COMMITTEE.





BABY WEEK PARADE CONDUCTED BY SCHOOL CHILDREN



On School Day the Governor's proclamation was read to the children, also an address by the Superintendent of Schools. Appropriate exercises were conducted in which both the girls and the boys took part. In the evening seventeen of the public schools were open and Parents' Meetings were addressed by physicians on various phases of the problem of child welfare.

*To the School Children of Philadelphia:*

Have you a baby brother or sister. If you have, you will be glad to know that thousands of people in Philadelphia today are thinking of babies and planning to protect them from harm.

Forty-one thousand two hundred and nine babies were born in Philadelphia last year and 4,153 of them have died already.

They died because their mothers did not know how to take care of them, or because the streets were dirty, or because flies carried disease to their food, and because they did not have the right kind of food.

You can help the babies in your home and neighborhood live by learning how to take care of babies—by keeping your house and yard clean—by having a tightly covered garbage pail—and by keeping sick people away from the baby.

The babies in Philadelphia need *your* help.

Sincerely yours,

EXECUTIVE COMMITTEE.

In view of the unusual importance attaching to infant and child welfare during these "war times," when it assumes, as a preparedness measure, a position of the first magnitude, it is to be hoped that Baby Week may have afforded an opportunity for the sowing of much good seed which may bring forth a rich harvest.

## REPORT OF COMMITTEE ON INSTITUTIONS

FRANK C. HAMMOND, M. D., Chairman

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Thursday, of Baby Week, was celebrated as Public Health Day in all of the health centers and settlement houses, where the Bureau of Health nurses hold mothers' conferences. Talks were given by physicians on the general health of the family and the mothers were taught the proper methods of bathing and dressing their babies and the preparation of modified milk.

Drexel Institute very kindly offered to prepare a food exhibit, consisting of a daily dietary for a child of one and a half, three and six years; a nurse explained these diets and their value to all the mothers who came to the centers.

Flies and filth of all sorts were dwelt upon as being a direct menace to the family health, the baby especially, and every mother was given a fly swatter and some simple literature bearing upon the subjects. An attendance of 950 people on this day will give some idea of the success of Baby Week.

Practically the same program was carried out in the various centers on other days during the week and the total attendance amounted to over three thousand, which is considered by those in charge of this work as being very satisfactory. Over two thousand fly swatters were distributed to the mothers who came to the meetings.

The committee wishes to express its appreciation to Miss Carpenter, of the Division of Child Hygiene, for the very able and efficient service rendered by her in making the above program a success.

Saturday, of Baby Week, practically constituted Baby Day on the playgrounds, but owing to inclement weather, these exercises were postponed to the following Saturday, May 12th.

The displays were arranged by the principals and teachers at the recreation centers. Parents and friends arrayed their children in gala costumes; baby coaches were most attractively decorated, making a wonderfully attractive procession which marched around the neighboring streets ending in a formation on the playgrounds. Large placards were carried in line, giving such advise as: "Be Careful What Baby Eats," "Keep the Flies Off Baby," "Fresh Air for Baby."

Following the parades, exercises were held, consisting of children's dances, plays and games. Prizes were given for the



healthiest babies, the prettiest costumes, and the most attractively decorated baby coaches.

Addresses were made at several centers by local physicians upon the care of the baby. At every center the exercises were witnessed by hundreds of appreciative parents, relatives and friends.

During Baby Week the posters issued by Baby Week Committee were displayed and Baby Week literature was distributed from all recreation centers.

The display and exercises at the recreation centers emphasized the importance of proper play life to the young child and that the city playgrounds provide open space, fresh air and wholesome environment for infants as well as older children. Here mothers and older sisters and brothers (the little mothers and fathers) bring the babies where they find comfort and pleasure playing under the guidance of the teachers or sitting beneath the shelters in hot weather.

The committee wishes to express its grateful appreciation to Mr. J. Leonard Mason, Supervisor of Recreation, for the invaluable services rendered by him in the program carried out in the various recreation centers.

*Mr. Business Man:*

Do you know that the infant mortality rate of a city is an accepted index of the prosperity of a city? This is a fact.

Do you know that Philadelphia has reduced its infant mortality rate in three years from 121.3 per 1,000 living births to 100.1? Is not this good business?

Are you doing anything to support citizen agencies and the Bureau of Health in their fight for the protection of babies?

The Bureau of Health needs 150 more nurses.

The citizen agencies cannot work without money—baby health is purchasable.

Does this interest you?

Faithfully yours,

EXECUTIVE COMMITTEE.







## REPORT OF COMMITTEE ON BABY SUNDAY

REV. NORMAN V. P. LEVIS, Chairman

*To the Sunday School Children of Philadelphia:*

Every man or woman wants to protect babies from suffering and death.

Every Sunday School boy and girl should help make things right for the babies. They cannot protect themselves. They have to live where they are placed and eat the food they are given.

Because many mothers do not know how to care for their babies, thousands suffer and die.

When the house is dirty or flies bring disease to the babies' food—babies sicken and die.

If improper food is given to the baby—if the streets are dirty—if they do not get enough fresh air—then the baby will surely be sick and probably die.

You can do a great deal for the baby by seeing that everything he touches is clean and that there are no flies in the house.

If you are a girl you should learn how to care for babies.

Thousands of girls in Philadelphia are learning how to care for babies and they will always be able to protect babies from diseases.

Sincerely yours,

EXECUTIVE COMMITTEE.

As chairman of the Committee on Baby Sunday, I beg to report that a letter and appeal, signed by five clergymen of different denominations, was sent to every minister and church in Philadelphia, asking for co-operation with the Department of Public Health in the observance of Baby Week, special stress being laid on the prevention of infantile paralysis, and that through the assistance of the Publicity Committee cards were distributed to the various Sunday Schools.

## REPORT OF COMMITTEE ON EXHIBITS

HENRY D. JUMP, M. D., Chairman

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The Committee on Exhibits extended its activities further this year than last. The Baby Saving Show which had been stored for some time was gotten out, the charts renewed and much new material added. This was installed in its original home in the pavilion in City Hall Court Yard, and city nurses were detailed to demonstrate it to visitors.

Sets of twelve lantern slides were furnished to thirty-five moving picture houses which showed them at each performance during the week in the interval between the change of films. These slides contained short sentences on general health and sanitation and their relation to babies and children.

Sets of colored lantern slides fully covering the subject of baby saving were made for the use of public lecturers. These were exhibited at hospitals, churches and settlement houses. These slides are now in the possession of the Division of Child Hygiene and may be gotten for subsequent demonstrations.

Many drug stores throughout the city made window displays of articles approved by the committee for the use of babies. Furniture stores and hardware stores in many instances made window displays of sanitary merchandise used in the daily care of children. The department stores in the center of the city made exhibits of merchandise used in the care of children. These exhibits included baby pens, toys, clothes, etc.

The Equal Suffrage Society and the Housing Commission made a baby saving exhibit in an empty store on Ninth Street which attracted the attention of many people who would not see the exhibit in the City Hall Court Yard.

The instructor in Domestic Science at the Drexel Institute gave talks and demonstrations in four separate places to many organizations which were invited to participate. The demonstrations consisted of the preparation of food for infants and children. She also prepared exhibits of various diets for the health centers of the city. These were demonstrated by the city nurses located in the centers. It is estimated that these demonstrations reached over three thousand people.



## REPORT OF COMMITTEE ON PUBLICITY

MR. ALBERT CROSS, Chairman

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The publicity in connection with the Baby Week Campaign fell naturally into two divisions:

1—Newspaper articles and news items.

2—Billboard posters and street car advertising.

A third division of the work was the preparation of various educational pamphlets and cards which were used in connection with the campaign. This last division which might not be distinctly classed as publicity work fell unto the function of the Publicity Committee.

There has probably never been a year when it has been more difficult to obtain newspaper publicity than the present one. Newspaper space has been more valuable than at any time during the past ten or fifteen years. This is, of course, owing primarily to the war. Your committee feels that the newspapers of Philadelphia showed a commendable spirit of co-operation in giving the amount of space which was granted to the work of the campaign. Besides the regular news stories which were published, practically all the Philadelphia papers prepared and printed at various times during the week special articles well illustrated. Pictorial sections were given freely. The newspapers also published signed articles supplied by the Publicity Committee. These articles were written by pediatricians of national reputation. Editorials were written and printed. Considering the call upon space which the times demanded of the newspapers, your committee feels the showing made compares favorably with the amount of space placed at disposal of the Baby Week Campaign in 1916.

One hundred and twenty-five sheet posters 7 ft. wide by 9 ft. 6 in. high were placed upon prominent billboards for a period of one week before the week devoted to the campaign, and were maintained during the week of the campaign.

Three hundred and seventy-five sheet posters were distributed to the various hospitals and social agencies throughout the city, where they were used in waiting rooms and posted on the outside of buildings.

One thousand window cards were distributed throughout the city.





# Clothing

easy fitting  
not burdensome  
it should be  
understand  
that infant unde  
dressed in cold  
weather infant

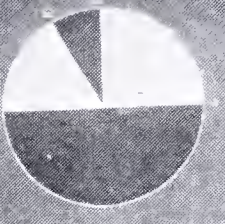
Sleep for Baby.  
for first 6 months he should  
sleep 16 hours.



Sleep for Baby.  
from 6 months to 1 year he  
should sleep 15 hours.



Sleep for Baby.  
From 1 — 2 years  
He should sleep 14 hours.



## Sleep.

Twenty-two hours sleep out of  
twenty-four for sleep is the rule  
for the first month, with abundant  
rest and freedom from  
all through infancy.  
A wakeful  
is a sick

Black color is fine for  
White color is fine for  
Fed and

Baby should not sleep in single bed  
The baby should sleep in a  
bed with mother

HER'S N  
S MILK FOR CALV  
COW'S MILK



## he Long vs The Short Haul

70 percent of a labor girl the  
with a tube 60 inches long  
It takes three, or four, or five  
days for the milk to run from the  
the tube to the baby and of the  
The tube is a very many place  
the food is frequently polluted

A LECTURE ON SLEEP FOR THE BABY



Five hundred cards were placed in as many street cars and maintained during the week.

Educational material was prepared and printed by the Publicity Committee as follows:

Ten thousand folders regarding "The Tuberculosis Problem in Childhood."

One hundred and thirty-nine thousand cards addressed

To the Sunday School children of Philadelphia.

To the school children of Philadelphia.

To members of women's clubs.

To college students.

To employers of women.

To the managers of charitable and social agencies.

To all citizens.

To fathers.

To mothers.

To business men.

The special object of the campaign during 1917 was to create public interest in the necessity of obtaining an appropriation of \$100,000 for the Division of Child Hygiene. The Publicity Committee prepared 500 posters, carrying an appeal to the public for this appropriation. The committee further prepared for distribution 25,000 cards, which stated the need for an increased appropriation to the Division of Child Hygiene and explained how the money, if obtained, would be used.

Considering the fact that the Publicity Committee expended but \$543.85, the committee believes the publicity obtained was more than commensurate with the money expended.

The personnel of the committee was as follows:

ALBERT CROSS, *Chairman*.

RICHARD J. BEAMISH,

WILLIAM C. BULLITT, JR.,

F. F. FORBES,

MRS. A. BERN HIRSH,

M. F. HANSON,

MRS. H. S. PRENTISS NICHOLS,

JOHN J. SPURGEON,

ROY SMITH WALLACE,

P. H. WHALEY,

## EXPENSES IN CONNECTION WITH BABY WEEK PUBLICITY COMMITTEE

W. C. T. U.—37 posters at 20 cents..	\$7.40
Penn Show Print:	
500 sheet posters .....	\$27.50
1000 window cards .....	32.00
500 car cards .....	28.00
300 car cards .....	22.50
200 window cards .....	10.00
100 sheet posters .....	10.00
	130.00
I. W. Klopp:	
10,000 folders re "Tuberculosis Problem in Childhood".	\$33.00
136,000 cards .....	112.00
3,000 cards .....	4.75
25,000 cards .....	31.00
450 posters .....	16.60
50 posters .....	3.60
	200.95
McFetridge:	
10,000 cards in Polish and Italian	37.50
Bill Posting Company:	
125 posters and placing .....	\$150.00
Placing 950 cards .....	18.00
	168.00
	\$543.85

The Federation will have a charge of about \$5 for messenger service, etc.

## AUDITING COMMITTEE

### REPORT OF AUDITING COMMITTEE

LEVI J. HAMMOND, M. D., Chairman

The committee appointed to audit the expenditures of Baby Week has examined the several bills presented them and found them correct as per sheet, with the exception of one item which should have been \$5.50 was noted as \$3.50, this being a pure typist's error. Another item noted \$24 for *Weekly Roster* advertisement, was not among the bills examined, because it had as yet not been received.



## STATISTICS

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### REPORT OF THE COMMITTEE ON STATISTICS

CHAS. SCOTT MILLER, M. D., Chairman

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The Committee on Statistics confined its work chiefly to the gathering of data for charts to be used by the Exhibit Committee, as well as to be used by the Publicity Committee, which printed the facts for the various speakers of the week. The most practical data was worked up into chart form and placed on exhibit in the City Hall Court Yard. Altogether the following charts were drafted:

Anterior Poliomyelitis—Philadelphia—1916—Total Number of Cases.

Anterior Poliomyelitis — Philadelphia — 1916 — Periods of Attack.

Mortality Among Children from Pneumonia—Philadelphia—1910-1916.

Whooping Cough—Philadelphia—1910-1916.

Influenza or LaGrippe—Child Mortality—1910-1916.

Deaths from Children's "Summer Complaints"—Philadelphia—1910-1916.

Mortality from Scarlet Fever—Philadelphia—1916.

Deaths from Measles—1910-1916.

Mortality from Infantile Paralysis—Philadelphia—1916—Deaths in Age Groups of Children Under Five Years.

Infantile Paralysis—Philadelphia—Mortality—1910-1916.

Mortality from Diphtheria and Croup—U. S. Registration Area and Philadelphia—1910-1916.

Total Deaths of Children—Philadelphia—1910-1916.

How Many Babies Die in the First Year.

Philadelphia—Mortality from Diphtheria and Croup.

Mortality Rates of Infants—Philadelphia—1880-1916—Per 1,000 Births.

Percentage Distribution of Deaths from Diphtheria and Croup.

Aside from these, data was obtained covering the number of children deaths from chickenpox, the total deaths by wards, and a talk to shopmen covering the father's relation to his child. Data already on file in the division was utilized for four talks to young men on the prevalence, prevention and treatment of the various venereal diseases.



A MUNICIPAL NURSE WEIGHING A BABY IN ONE OF  
THE CITY'S HEALTH CENTERS



Most of the work of the committee was preliminary to the opening of Baby Week and there is yet on hand considerable material which might be drafted into chart form. Some of this deals with infant mortality, some with child mortality and some with various special diseases covering all age periods. We anticipate the time when these statistics may be utilized for the betterment of public health by the education of the people, and trust that Baby Week, through its Executive Committee, may be the means of inaugurating such a campaign.

## FINANCE

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### REPORT OF COMMITTEE ON FINANCE

WM. DUFFIELD ROBINSON, Chairman

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The effort required to secure funds for financing Baby Week in 1916 was many fold more intensive and varied than required in previous years. Appeals by letters and follow-up letters were made to over four thousand persons selected as likely contributors. Contributions were received from 286 persons amounting to \$2,858.50.

As it was evident, the effectiveness of Baby Week would be greatly modified unless more funds were secured, three of the Committee on Finance, Messrs. Welk, Maxwell and Allman, succeeded by much personal work in receiving the passage of an ordinance by Councils appropriating \$2,500 to Baby Week. This proved sufficient addition to the fund to meet all debts contracted.

The names of the personal contributors are purposely omitted to save them from a publicity which renders them a mark for appeals by all sorts of solicitors.

Too great thanks cannot be rendered to those who gave and they may be assured every cent spent was at the best judgment of the people who promoted the educational philanthropy.

## REPORT OF THE SECRETARY

LOUIS LEHRFELD, M. D., ~~Chairman~~

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The office of "Baby Week," 584 City Hall, was opened on March 22, 1917, and continued until May 28, 1917. The personnel consisted of three clerks and stenographers, two miscellaneous helpers, and the Secretary. Practically all of the detail work of the several committees was conducted by this office. During the period above mentioned there were addressed and posted 15,600 letters. About three thousand sheets of literature were mimeographed, while packages of booklets, moving picture slides and placards totaling 370 in number were distributed to the schools, churches, Sunday Schools, drug stores, hardware stores and department stores. About one hundred and forty thousand cards containing information on "Baby Week" were also distributed by this office.

Among other literature disbursed were 450 window cards, 400 large posters, 5,000 tuberculosis folders, 1,000 booklets, entitled: "The Mother and Baby," 2,000 leaflets on infantile paralysis and numerous health bulletins on the subjects of measles, typhoid fever, scarlet fever, flies, mosquitoes and milk.

The assignment of speakers at the various factories on "Fathers' Day" was managed by the Secretary's office. Several hundred letters containing contributions totaling \$2,858.50 were personally received by the Secretary. The total cost of maintenance of the Secretary's office, including printing, employment of stenographers, postage, office equipment, etc., was \$1,060.33.

The Secretary's office also interviewed daily, the newspaper reporters, thereby carrying on a very active part of the publicity work during "Baby Week." We have the word of the newspaper men themselves, who claim that this was the most successful campaign in the interest of babies ever conducted in Philadelphia.



**One Baby in every Ten dies in Philadelphia  
before it reaches its First Birthday.**

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**Half of these deaths can be prevented—  
Half of these lives can be saved.**

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**This is why Baby Week is conducted  
annually in this city.**

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**What are you doing to prevent this havoc  
of Babyhood?**

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**Philadelphia needs that Tenth Baby!**

**Department of Public Health and Charities**

# **Baby Week**

**May 1st to 6th, 1917**

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## **A PATRIOTIC DUTY**

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*To All Citizens:*

What is war going to mean to the babies and children of Philadelphia?

The dangers surrounding our babies and children will not be lessened.

Thousands of children will die from preventable diseases during the period of the war.

In our patriotic enthusiasm let us not forget the unprotected and helpless little citizens of tomorrow.

Last year 41,209 babies were born alive in Philadelphia. Four thousand one hundred and fifty-three of these babies are now dead. Twenty-five per cent. died from preventable causes. The permanent effect upon the living, of the diseases that caused these deaths, can never be measured.

Faithfully yours,

EXECUTIVE COMMITTEE.